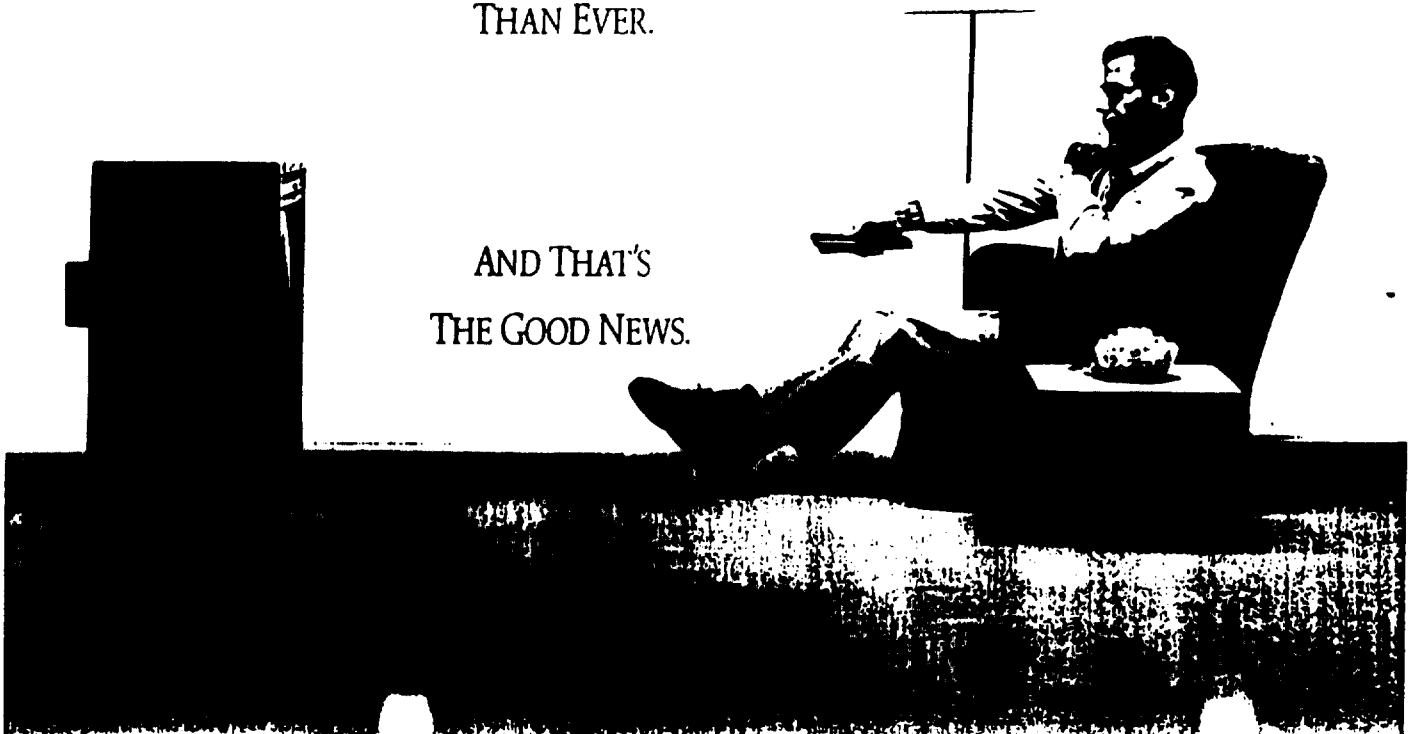


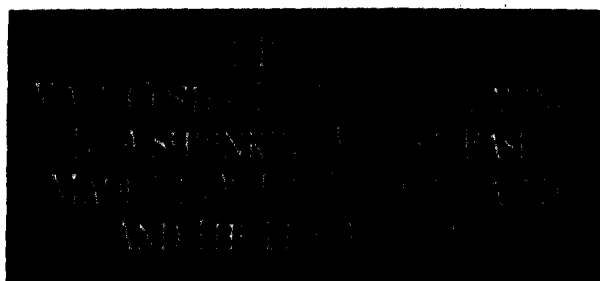
The Cleveland Plain Dealer  
February 9-10, 1992

YOUR TV ADS  
ARE MORE  
FORGETTABLE  
THAN EVER.

AND THAT'S  
THE GOOD NEWS.



The Cleveland Plain Dealer  
February 9-10, 1992



According to a 1990 study of TV commercial recall, fewer viewers than ever can remember the last prime time commercial aired. The first of five similar studies found recall at 18% in 1965; in 1990, recall was a paltry 4%.

Although it showed the sharpest fall from 23% to 6% among the youngest adults (the so-called "TV generation"), the latest study documents big decreases among both sexes and all age, educational and income groups.

This reflects the ever-growing television confusion created by the glut of videocassettes, commercial clutter, and more and more local and cable stations.

### TV AD RECALL IS LOWEST AMONG FREQUENT VIEWERS.

The trend is undeniable: Your TV audience is increasingly comprised of frequent, "hardcore" viewers. Unfortunately, this is precisely the viewing segment which is least likely to recall and respond to your advertising.

The study also showed that compared to prior studies, fewer were focused on television. One of four viewers just "happened to be in the room" and half of the viewers were also doing other things.

Add all these factors to increasingly mediocre programming, declining daytime viewership and more active lifestyles...and you have a real problem. Fortunately, however, there is a solution.

The Cleveland Plain Dealer  
February 9-10, 1992

**BEST NEWS  
ADVERTISING IN  
THE PLAIN DEALER  
HAS NEVER BEEN  
MORE EFFECTIVE!**

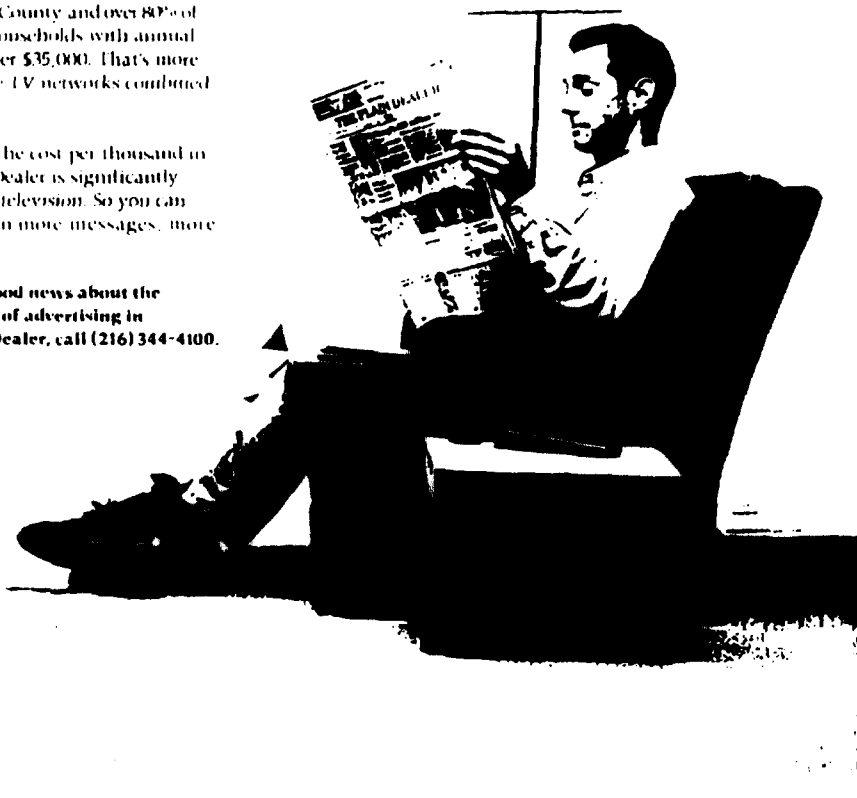
Your ads work harder in The Plain Dealer because people get involved with them. Plain Dealer ads are constantly clipped, posted and saved as helpful reminders. Readers become involved because your ad tells the whole story—with prices, benefits, and locations that people can read, absorb and remember.

**REACH MORE PEOPLE,  
AND MORE AFFLUENT PEOPLE,  
AT LESS COST.**

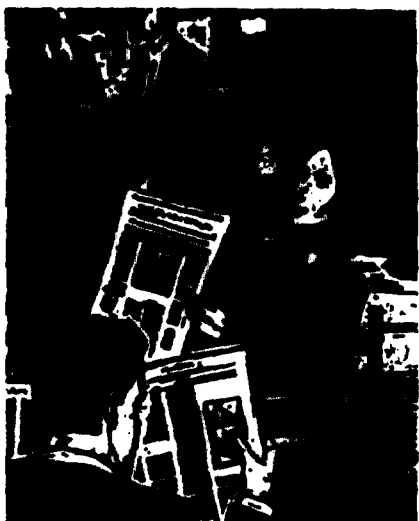
A single issue of The Plain Dealer reaches 71% of all adults in Cuyahoga County and over 80% of adults in households with annual incomes over \$35,000. That's more than all the TV networks combined at one time.

Best of all, the cost per thousand in The Plain Dealer is significantly lower than television. So you can afford to run more messages, more often.

**For more good news about the  
advantages of advertising in  
The Plain Dealer, call (216) 344-4100.**



# HAVE YOU EVER NOTICED HOW TELEVISION & RADIO SPOTS SAY "LOOK IN TODAY'S NEWSPAPER FOR MORE INFORMATION?" EVER WONDER WHY?



In today's changing economy, consumers are cautious. Before they'll part with their hard earned dollars, they want information. Hard facts. The nuts and bolts of your product or service. Only The Plain Dealer delivers all that. ~ With TV or radio ads, your potential customers can only try to remember what they've heard or seen. But with an ad in The Plain Dealer there's never any doubt. ~ For proof, just consider how many people walk into your business carrying your newspaper ad. They'll never do that with a TV or radio spot. ~ So, whether you need our zoned editions or full run, call Bob Hagley, Plain Dealer Advertising Director, at 344-4350 today. He'll show you how to get the word out. Because that's what your customers want. And the customer is always right.

The Plain Dealer

Burlington, Wis., chairman of Citizens' Alliance in Education, a local group opposed to the bond issue, said a new building doesn't have to be built to alleviate the problem. "It might be a case of keeping up with the Joneses," Hudson and Stow recently got new high schools, so some think we should have one here."

Superintendent Patrick Corbett

fails Tuesday, school officials will seek to place some type of renovation and construction bond issue back on the ballot.

"Something has to go back on the ballot to address this issue," he said.

Karen Steiger & Rhoda Agin  
Owners, Bon Kay Fashions



"The Plain Dealer  
And Its Special  
Style Sections  
Help Us Attract  
Our Customers In  
The Most Efficient  
Way Possible."

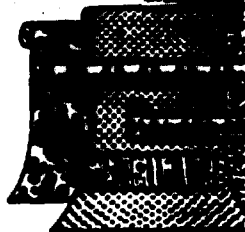
"We've found The Plain Dealer to be the best medium for telling our customers everything they want to know about our quality merchandise. And the Style

sections on Thursdays help us target those customers even more directly. Their sophisticated design and tone match our fashion personality perfectly. Advertising in The Plain Dealer just makes good sense."

For details on how The Plain Dealer can deliver your retail message right to your customer's door, call 344-4933.

**The Plain Dealer**  
Leadership in Advertising Results

**WALL  
40%**



Offer expires 2/8/92

**MINI BLIND  
VERTICAL  
PLEATED  
65-70**

**WOOD MINI  
BLINDS**

Professional Installation Free  
No Freight Charges • Most C  
Utters

**OFF**



**"APPL**

Comparing "Apples to /  
and window treatments  
at Pucher's. Now let us

**RUBBER PAD AT N**

**LOWEST CARPET**

**PUCHER'S CLEAN**

We are offering our top  
same price as our start  
1992. This pad has a life  
sells for \$4.99 per square  
you can't beat us when  
great prices!

With this

**Pucher**

WALLCOVERING • FLOORING

...and I am...  
...plan is...  
...and I...  
...plan is...  
...and I...  
...plan is...

Warren...  
...said...  
...place...  
...this...  
...speech...  
...This...  
...its...  
...Ward...  
...a...  
...Gottschalk...  
...He...  
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...Mr. Gottschalk...  
...was...  
...staff...  
...what...  
...it...  
...the...  
...in...  
...a...  
...Gottschalk's...  
...office...

# sealed

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...ental cleanup.  
...13 for the multi-

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56' LF.  
DE

## LOSE WEIGHT EASILY

AND KEEP IT OFF WITH MINUTE OF EXERCISE MODIFICATION PROGRAM

### MAKE PLANS TO ATTEND NOW!

SIGN HERE FOR DRAWING:

LIFETIME MEMBERSHIP

Reg. \$79.99

Save \$45

**\$34.99**

Complete Cash, Visa, MasterCard

1) It's safe & effective.

2) It will increase your confidence.

3) It will control your appetite.

4) It will improve your self-image.

5) It will decrease your tension & stress.

Kevin Soster  
General Manager

Debra Spence  
Manager

Sneakers Restaurant



"In Lake County,  
The Plain Dealer  
Gives Us  
The Exposure  
We Want."

"The restaurant business is extremely competitive, so we need to make sure Sneakers always has high visibility with our customers. The Plain Dealer has earned our confidence by consistently and effectively reaching the people in our Lake County area. And once The Plain Dealer helps bring people to us, we know we can keep them coming back for more."

For details on how The Plain Dealer can deliver your retail message right to your customer's home, call 344-4968.

**The Plain Dealer**  
Leadership in Advertising Results

## Kronheim's Furniture and The Plain Dealer - Making Headlines Together For More Than 74 Years.

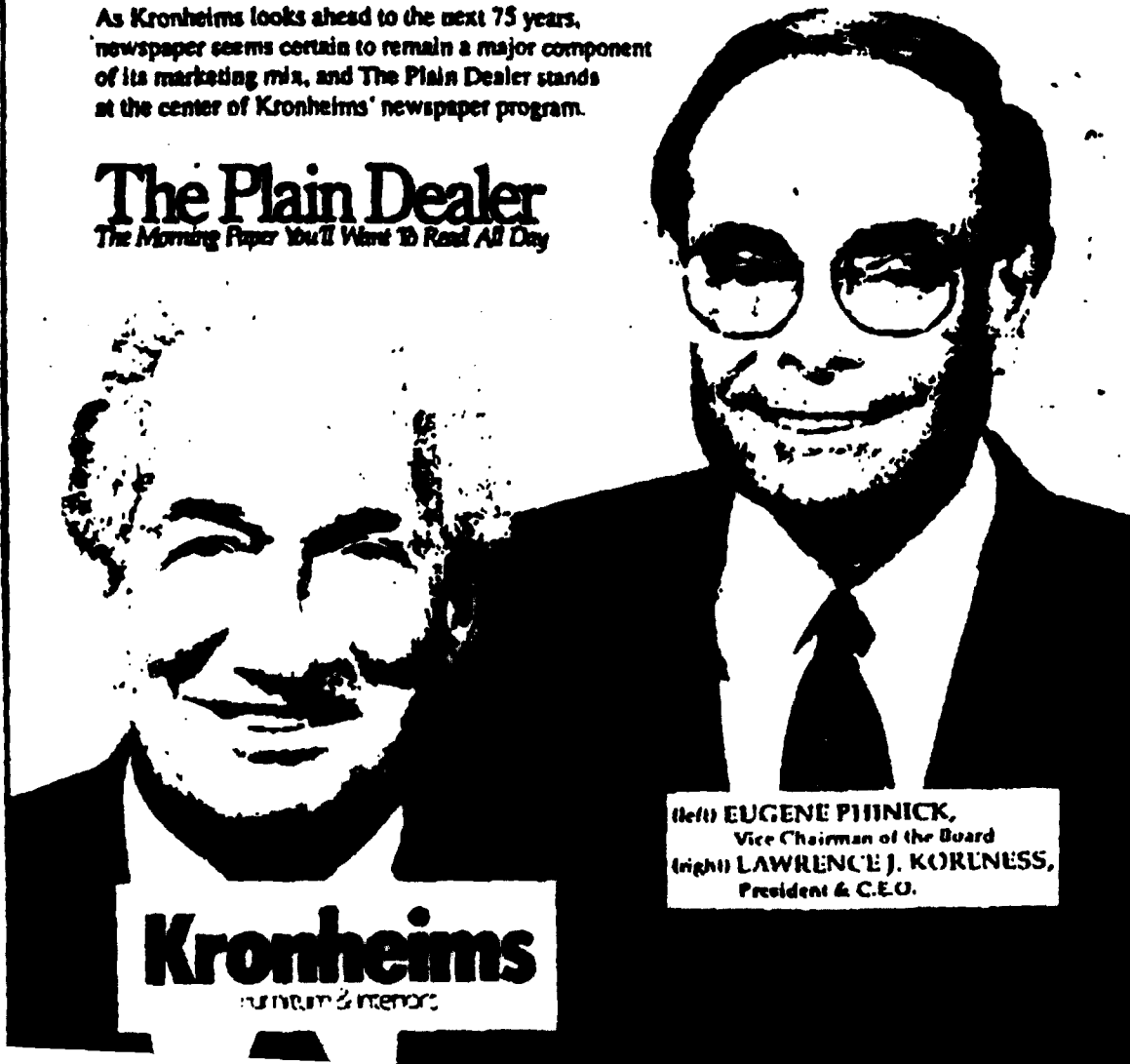
As Kronheim's Furniture and Interiors enters its 75th year of providing Greater Clevelanders with fashion and value in fine home furnishings, Lawrence J. Koreness, President, and Eugene Phinick, Vice Chairman of the Board, offer their insights on the company's successful track record.

"Our longevity is largely based on our ability to get our message across to the public. In that regard, The Plain Dealer has been the backbone of our advertising strategy. It's a very effective communication tool," states Mr. Koreness.

Mr. Phinick adds, "For special promotions The Plain Dealer's flexible zones allow us to pinpoint the market for any of our five locations. Plus, the use of color in our print advertising offers us extra visibility that produces results."

As Kronheim's looks ahead to the next 75 years, newspaper seems certain to remain a major component of its marketing mix, and The Plain Dealer stands at the center of Kronheim's newspaper program.

**The Plain Dealer**  
*The Morning Paper You'll Want To Read All Day*



(left) EUGENE PHINICK,  
Vice Chairman of the Board  
(right) LAWRENCE J. KORENESS,  
President & C.E.O.

**finan  
bn**

There are reasons to get  
buy a new car.  
child to school  
a new addition  
But Bank  
you the smart  
need. With ho  
interest you pe  
cases.\* And y  
of rates at one

FINANCIAL CORP. (FNC)  
Member FDIC  
Member SBA  
Member NCUA  
Member FDIC







READ BETWEEN THE LINES

WHAT THE PLAIN DEALER  
DID NOT MENTION.

PREPARED BY:  
DANA NAGEL  
WKYC-TV, CHANNEL 3



## READ BETWEEN THE LINES

ON SUNDAY, FEBRUARY 9TH AND ON MONDAY, FEBRUARY 17, 1992, THE PLAIN DEALER RAN AN ADVERTISEMENT TITLED:

*"WHY KNOWLEDGEABLE ADVERTISERS SHOULD DIRECT THEIR BUDGETS INTO NEWSPAPER."*

FOLLOWING IS THE ADVERTISEMENT WHICH APPEARED AS AN ARTICLE:

**HAVE YOU EVER NOTICED HOW TELEVISION & RADIO SPOTS SAY "LOOK IN TODAY'S NEWSPAPER FOR MORE INFORMATION?"**

**EVER WONDER WHY?**

In today's changing economic environment our customers. Before they'll part with their hard earned dollars, they want information. Hard facts. The facts and facts of your product or service. Only The Plain Dealer delivers all that. With TV or radio ads, your potential customers can only try to remember what they've heard or seen. But with an ad in The Plain Dealer there's never any doubt. For good, just consider how many people walk into your business carrying your newspaper ad. They'll never do that with a TV or radio spot. So, whether you need more sales or full time, call Bob Hagley, Plain Dealer Advertising Director, at 344-4350 today. He'll show you how to get the word out. Because that's what your customers want. And the customer is always right.

**The Plain Dealer**

Because today your advertising has to work.

LET'S TAKE A CLOSER LOOK...



# READ BETWEEN THE LINES

## THE PLAIN DEALER STATES:

*'HAVE YOU EVER NOTICED HOW TELEVISION AND RADIO SPOTS SAY LOOK INTO TODAY'S NEWSPAPER FOR MORE INFORMATION? EVER WONDER WHY?'*

## CONSIDER THIS:

THE STATEMENT IS TRUE, SOME TELEVISION AND RADIO SPOTS DO MENTION TO SEE TODAY'S PAPER FOR MORE INFORMATION. HOWEVER, HERE ARE SOME POINTS TO REMEMBER:

## POINT #1:

MANY PRINT ADVERTISERS USE "AS SEEN ON TV!"

THERE ARE SEVERAL REASONS SUCCESSFUL BUSINESSES WANT TO BE ASSOCIATED WITH TELEVISION.



# READ BETWEEN THE LINES

## REASON:

ACCORDING TO R.H. BRUSKINS, "THE PUBLIC'S  
OPINION OF THE ADVERTISING MEDIUM YOU USE  
HAS A DIRECT EFFECT ON HOW YOUR PRODUCT  
IS PERCEIVED."

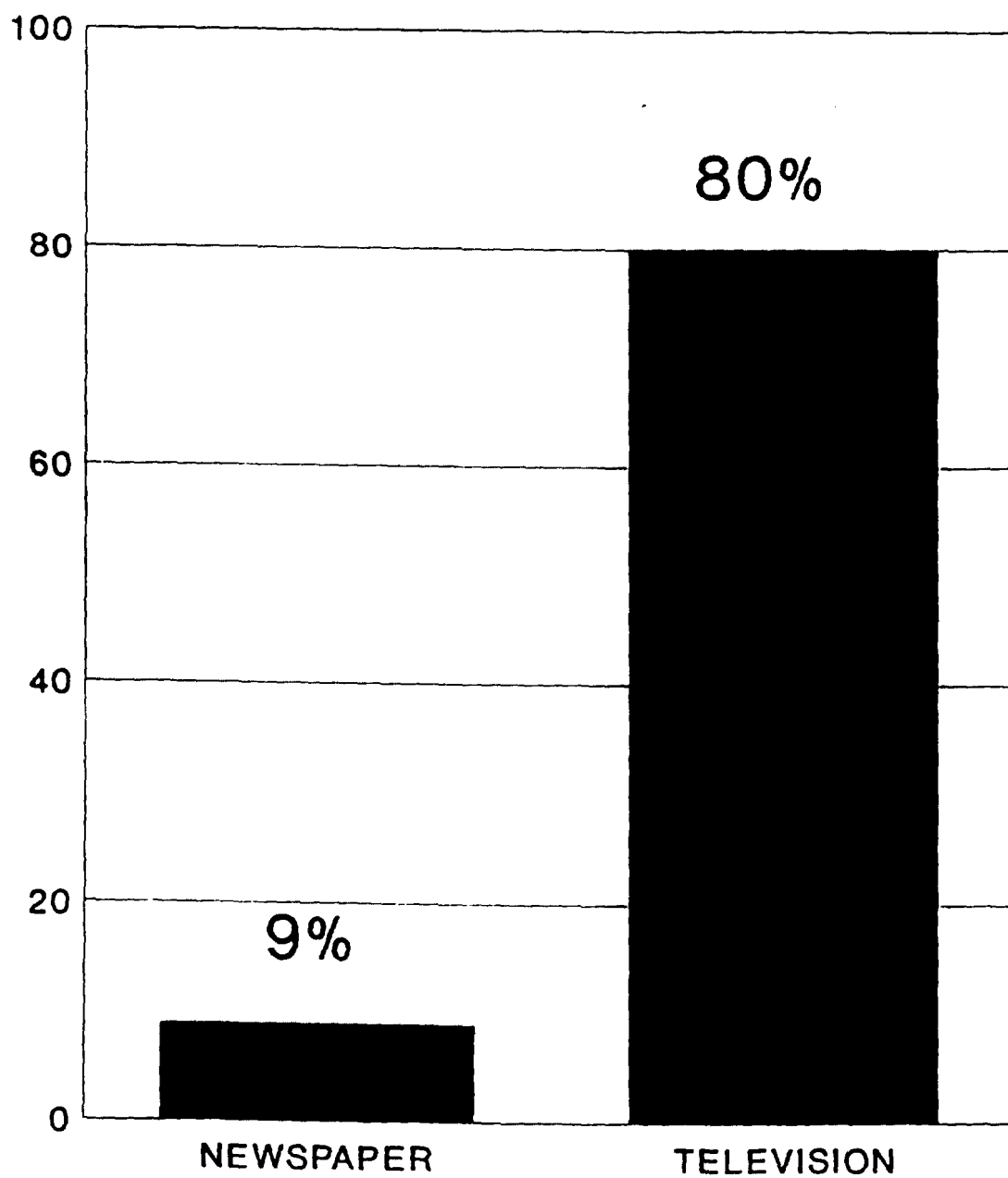
TELEVISION WINS!

YOUR POTENTIAL CUSTOMERS FEEL THAT  
TELEVISION ADVERTISING IS:

- THE MOST INFLUENTIAL!
- THE MOST AUTHORITATIVE!
- THE MOST BELIEVABLE!



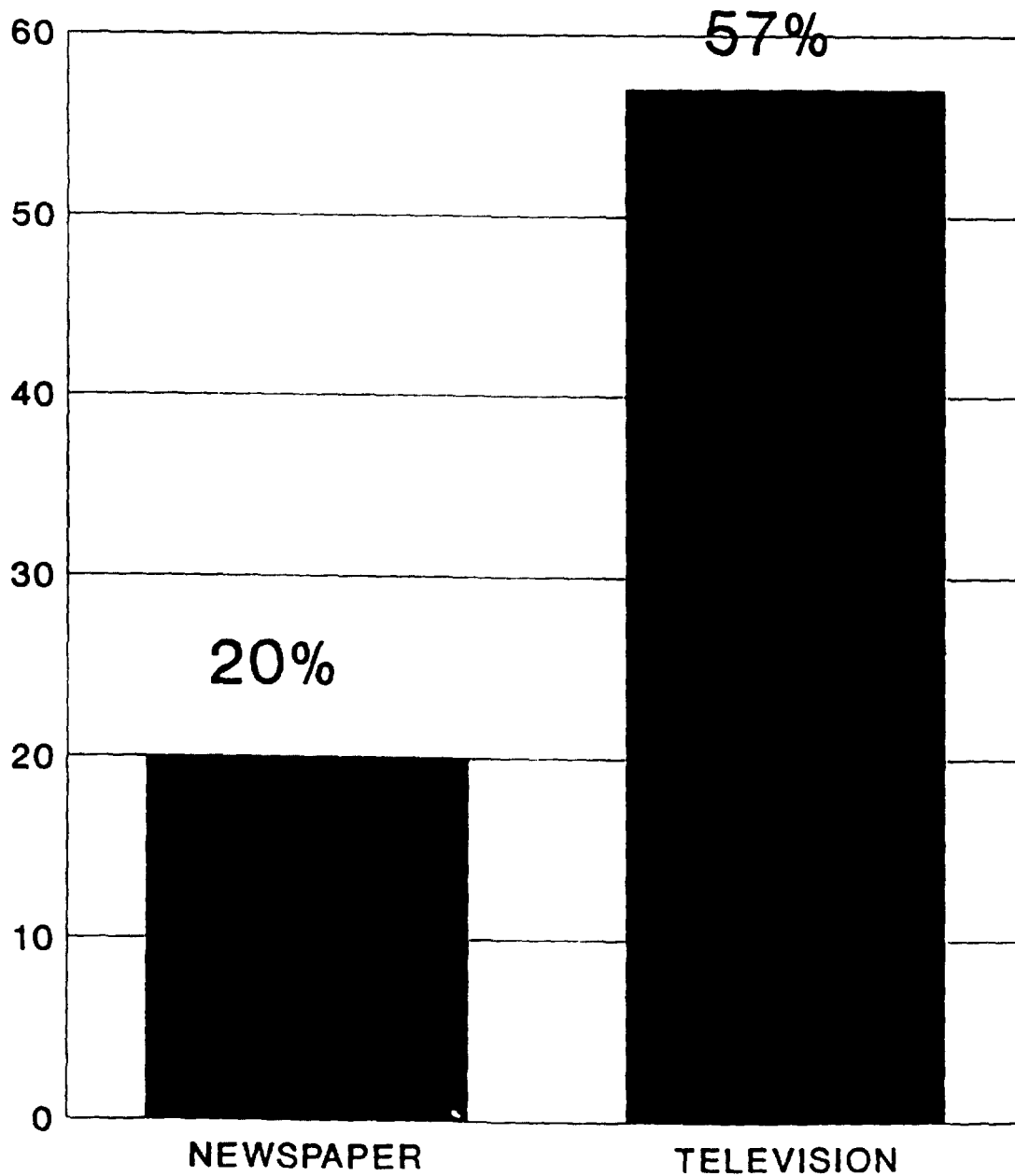
## TELEVISION VS. NEWSPAPER INFLUENTIAL



SOURCE: R.H. BRUSKIN



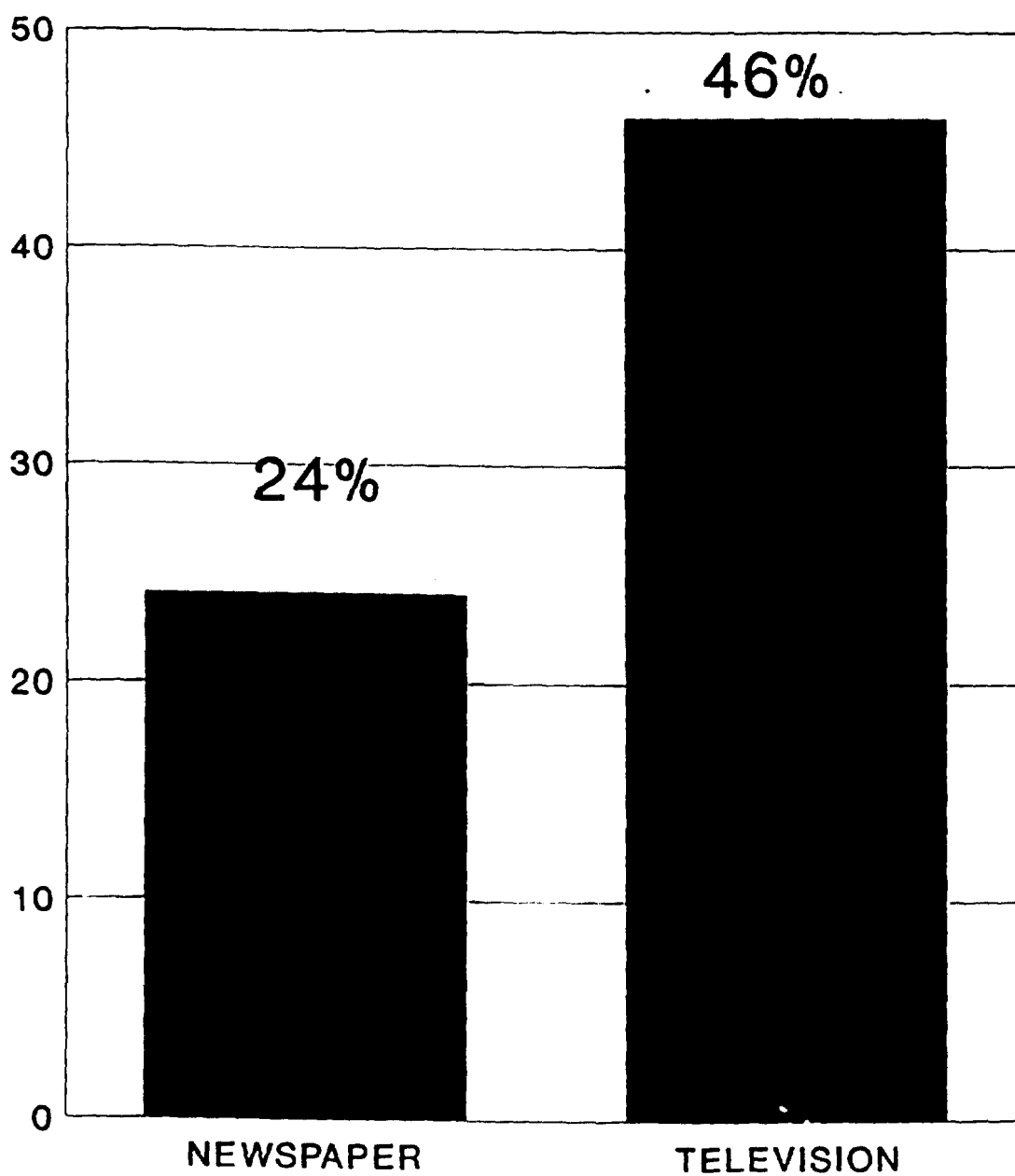
## TELEVISION VS. NEWSPAPER AUTHORITATIVE



SOURCE: R.H. BRUSKIN



## TELEVISION VS. NEWSPAPER BELIEVABLE



SOURCE: R.H. BRUSKIN

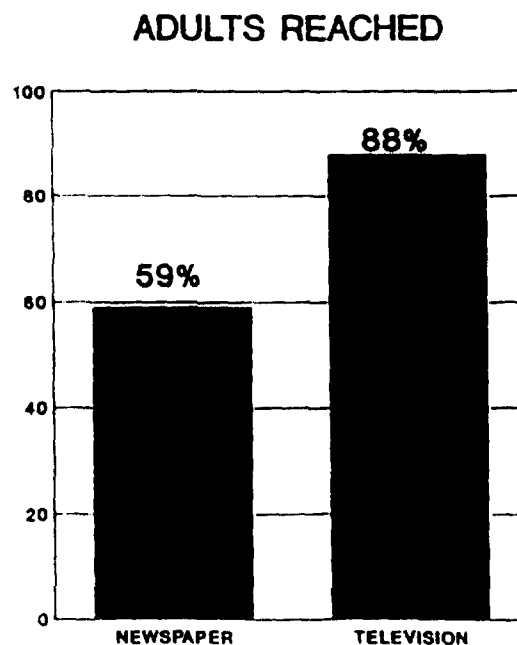


# READ BETWEEN THE LINES

THESE SUCCESSFUL ADVERTISERS  
KNOW THE POWER OF TELEVISION  
ADVERTISING AND WANT TO BE  
ASSOCIATED WITH IT!

REASON:

IN ONE DAY, TELEVISION REACHES HALF  
AGAIN AS MANY PROSPECTIVE CUSTOMERS  
THAN NEWSPAPER DOES.

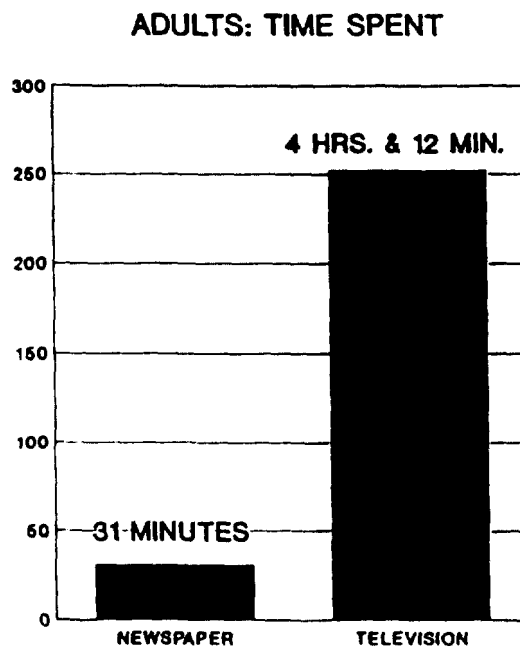


SOURCE: R.H. BRUSKIN



# READ BETWEEN THE LINES

IN ONE DAY, ADULTS SPEND EIGHT TIMES MORE TIME WITH TELEVISION THAN THEY DO WITH NEWSPAPERS:



SOURCE: R.H. BRUSKIN



# READ BETWEEN THE LINES

SUCCESSFUL ADVERTISERS KNOW IT IS JUST COMMON SENSE TO ADVERTISE THEIR PRODUCT/SERVICE WHERE THE MOST PEOPLE ARE LIKELY TO SEE IT!

WHY ELSE DO ADVERTISEMENTS USE: 'AS SEEN ON TV' IN THEIR PRINT ADVERTISEMENTS?

REASON:

IN TODAY'S COMPETITIVE BUSINESS WORLD, YOU WANT YOUR MESSAGE TO BE SEEN, HEARD AND READ AS MANY TIMES AS POSSIBLE. THE MORE TIMES YOUR MESSAGE IS DELIVERED ... THE BETTER!

COMBINING ALL YOUR ADVERTISING EFFORTS TO MAXIMIZE YOUR RESULTS IS CALLED USING A 'MEDIA MIX.' MANY ADVERTISERS USE BOTH TELEVISION AND NEWSPAPER TO DELIVER AND ENFORCE THEIR MESSAGE.



## READ BETWEEN THE LINES

THE ARTICLE GOES ON TO SAY:

*'IN TODAY'S CHANGING ECONOMY, CONSUMERS ARE CAUTIOUS. BEFORE THEY'LL PART WITH THEIR HARD EARNED DOLLARS, THEY WANT INFORMATION. HARD FACTS. THE NUTS AND BOLTS OF YOUR PRODUCT OR SERVICE. ONLY THE PLAIN DEALER DELIVERS ALL THAT.'*

### CONSIDER THIS:

IT IS TRUE THAT CONSUMERS WANT AS MUCH INFORMATION AS POSSIBLE BEFORE THEY PART WITH THEIR HARD EARNED DOLLARS. IT IS NOT TRUE THAT ONLY THE PLAIN DEALER DELIVERS THE "HARD FACTS."

CONSUMERS GET THEIR INFORMATION FROM MANY SOURCES. TELEVISION IS ONE OF THOSE SOURCES. SINCE TELEVISION IS THE MOST AUTHORITATIVE, THE MOST BELIEVABLE AND THE MOST INFLUENTIAL; WOULDN'T TELEVISION BE A MAJOR SOURCE TO DELIVER "HARD FACTS?"

THINK ABOUT YOUR LIFESTYLE...

- WHERE DID YOU FIND OUT TODAY'S WEATHER?
- WHERE DID YOU FIND OUT ABOUT TODAY'S MAJOR EVENTS?

MORE PEOPLE FIND OUT ABOUT WHAT'S HAPPENING IN THE WORLD AROUND THEM FROM TELEVISION.

TELEVISION IS A PART OF THE AMERICAN LIFESTYLE. IT'S WHERE YOU CAN REACH WHATEVER KIND OF PEOPLE YOU NEED TO REACH. IN FACT, ONCE YOU KNOW WHAT CUSTOMER GROUP YOU WANT, THE SHORTEST DISTANCE TO THEM IS THROUGH TELEVISION!



# READ BETWEEN THE LINES

THE ARTICLE GOES ON TO SAY:

*'WITH TV OR RADIO ADS, YOUR POTENTIAL CUSTOMERS CAN ONLY TRY TO REMEMBER WHAT THEY'VE HEARD OR SEEN. BUT WITH AN AD IN THE PLAIN DEALER THERE'S NEVER ANY DOUBT.'*

CONSIDER THIS:

TO SHOW YOU WHY THIS STATEMENT IS UNTRUE...  
LET'S TAKE A QUICK TEST.

NAME THE FIRST COMPANY THAT COMES TO MIND  
IN THE FOLLOWING CATEGORIES:

*NAME A MATTRESS COMPANY.*

*NAME A FAST- FOOD CHAIN.*

*NAME AN OVERNIGHT DELIVERY SERVICE.*

*NAME A TIRE COMPANY.*



# READ BETWEEN THE LINES

DID YOU ANSWER:

- SEALY MATTRESS?
- Mc DONALD'S?
- FEDERAL EXPRESS?
- GOODYEAR TIRES?

IF YOU DID, YOU'RE ON THE MONEY!! WHEN SURVEYED, MOST PEOPLE ANSWER NAMING THE ABOVE COMPANIES

SUCCESSFUL COMPANIES USE TELEVISION TO DELIVER THEIR MESSAGE... SHOULDN'T YOU? THE ABOVE COMPANIES HAVE USED TELEVISION EXTENSIVELY TO CREATE TOP OF MIND AWARENESS. THE MORE TOP OF MIND AWARENESS YOUR PRODUCT OR SERVICE HAS, THE MORE SUCCESSFUL YOU'RE LIKELY TO BE. TOP OF MIND AWARENESS IS NOT CREATED IN THE NEWSPAPER! ONLY TELEVISION CAN CREATE DEMAND AND DESIRE AND MAKE A NAME FOR YOUR COMPANY.

SUCCESSFUL COMPANIES USE TELEVISION TO DELIVER THEIR MESSAGE... SHOULDN'T YOU?



## READ BETWEEN THE LINES

IF IT'S TRUE THAT CUSTOMERS *'CAN ONLY TRY TO REMEMBER WHAT THEY'VE HEARD OR SEEN...'*

HERE IS ANOTHER QUICK TEST:

(YOU'LL NEED A PEN!)

MAKE A LIST OF ALL THE NEWSPAPER ADVERTISEMENTS YOU REMEMBER? NAME ALL THE ONES THAT ARE 'TOP OF MIND':

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DID YOU REMEMBER THESE IMPORTANT KEY ELEMENTS THAT YOU'D WANT YOUR POTENTIAL CUSTOMERS TO REMEMBER:

1. NAME OF BUSINESS/SERVICE?
2. SPECIAL PROMOTION, SALE, OR IDEA?
3. LOCATIONS?



## READ BETWEEN THE LINES

NOW, MAKE A LIST OF ALL THE TELEVISION  
COMMERCIALS YOU REMEMBER:

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HOW DID YOU DO? IF YOU'RE LIKE MOST PEOPLE,  
BECAUSE OF THE POWER OF TELEVISION, YOU'LL  
REMEMBER MORE TELEVISION ADVERTISEMENTS THAN  
NEWSPAPER.

CONSIDER THIS:

WHEN IS THE LAST TIME SOMEONE ASKED YOU:  
*"DID YOU SEE THAT GREAT NEWSPAPER AD?!"*

CHANCES ARE A TELEVISION COMMERCIAL HAS  
BEEN A TOPIC OF CONVERSATION IN YOUR  
DAILY LIFE. AND, CHANCES ARE, A NEWSPAPER  
ADVERTISEMENT *HASN'T!*

IF YOU REMEMBERED MORE TELEVISION ADVERTISEMENTS  
THAN NEWSPAPER ... IS NEWSPAPER ADVERTISING  
EFFECTIVE?

HOW CAN THE PLAIN DEALER SAY WITH NEWSPAPER  
THERES NEVER ANY DOUBT?



## READ BETWEEN THE LINES

THE ARTICLE GOES ON TO SAY:

*'FOR PROOF, JUST CONSIDER HOW MANY PEOPLE WALK INTO YOUR BUSINESS CARRYING YOUR NEWSPAPER AD. THEY'LL NEVER DO THAT WITH A TV OR RADIO SPOT.'*

WELL, HOW CAN THIS BE ARGUED?

YES, IT'S TRUE, CUSTOMERS BRING IN YOUR NEWSPAPER ADVERTISEMENT. SINCE IT'S IMPOSSIBLE FOR CUSTOMERS TO PHYSICALLY BRING IN A TV OR RADIO SPOT, IS THIS A FAIR COMPARISON?!?

AS WE MENTIONED BEFORE, TELEVISION CREATES TOP OF MIND AWARENESS. TELEVISION MAKES A LASTING IMPRESSION IN YOUR POTENTIAL CUSTOMERS MIND, AN IMPRESSION THEY CARRY WITH THEM ALWAYS!!!





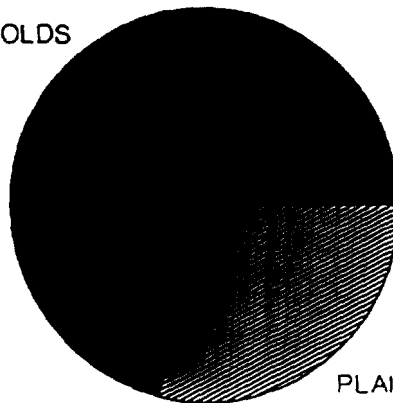
## READ BETWEEN THE LINES

ON BIG POINT TO ARGUE IS HOW MANY  
POTENTIAL COSTUMERS SEE YOUR AD...  
OR BETTER YE\$T... READ YOUR AD?

LET'S TAKE A CLOSER LOOK:

THE PLAIN DEALER CIRCULATION IN  
CLEVELAND ADI HOUSEHOLDS

ADI HOUSEHOLDS



PLAIN DEALER  
29%

1990

THE PLAIN DEALER'S CIRCULATION IS ONLY  
29% OF THE CLEVELAND ADI HOUSEHOLDS!